

HAWAII®

Hawai'i Tourism Oceania



Hawaii Tourism Oceania

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First Quarter Accomplishments

- ❑ Increased consumer demand
 - PR & marketing activities
 - consumer show participation
- ❑ Increased air seat capacity
 - new HAL services +25,000 seats
 - positive airline discussions in N.Z.
- ❑ Increased Hawaii's visibility
 - All Islands
- ❑ Increased sales training activity
 - tour wholesaler reservation staff
 - travel agent

First Quarter Accomplishments (cont)

- ❑ Established industry partner co-op agreements
 - Qantas Holidays
 - Creative Holidays
 - Spree Island Holidays
 - Talpacific
 - Pinpoint Marketing
 - Pacific Island Specialist
 - Air New Zealand
 - Top 5 N.Z Wholesalers
- ❑ In market activities
 - “50 First Dates”
 - VUSA Shows

First Quarter Accomplishments (cont)

- ❑ Trade/Consumer support
 - Hawaii enquiry “hotline”
 - Internet link from hawaiiitourism.com.au & hawaiiitourism.co.nz to www.gohawaii.com
 - Distribution of collateral to consumers trade, & media/press
- ❑ Media Activities
 - Press Releases
 - Travel Writers Famil visits
 - Press editorial/stories covering all Islands
 - Top rating N.Z. TV program films in Hawaii

What's Coming Up

- ❑ **“Aloha Down Under”** road show
31 May – 04 Jun 2004
 - travel industry training (2 stages)
 - Co-sponsored with Hawaiian Airlines
 - 24 Hawaii partners participating
 - over 700 travel agents/tour wholesalers
 - CMI/MICE VIP event co-hosted with US Consulate General, Australia
 - 3 capital cities (SYD, MEL, BNE)



What's Coming Up (cont)

- ❑ Channel 7 “Sunrise” Outside Broadcast
 - Live breakfast show broadcast telecast Mon-Fri, 28 Jun – 02 Jul, 15 hours!
 - 40 segments filmed on all Islands
 - Anchored in different locations on O‘ahu
 - Value of Hawaii exposure US\$8 m
- ❑ Channel 7 “The Great Outdoors” travel show
 - 4 separate stories
 - Filming on Big Island
(story featuring Maui shown prev in 2004)
 - Value of Hawai‘i exposure = US\$750,000
- ❑ Channel 9 – “The Sunday Program”



What's Coming Up (cont)

- ❑ Month of May, Month of Lei (N.Z)
 - Participation by Air NZ, QF & wholesalers
 - Most significant Hawaii promotion for years
- ❑ Press & Travel Writer visits
 - Gourmet Traveler
 - Luxury Traveler magazine
 - Top 10 Travel Writers “Pure Hawai‘i” famil
- ❑ Tour wholesaler familiarization trip (Aston)
- ❑ Top travel agent familiarization
 - (Qantas – tbc)
 - Air NZ, for N.Z. market
- ❑ Target Golfing & Weddings/Honeymoons



Changes to Marketing Plan

- ❑ Resulting from HAL's plans to service AUS:
 - moved co-op activities to support launch activities
 - increased PR & marketing activity
 - increased travel industry training
 - majority of time allocated to Aloha Down Under preparation
 - extra HTA funding used to co-fund consumer & industry awareness



Changes to Marketing Plan (cont)

- ❑ US Commercial Services
 - Total visitors to USA = 406,000
 - Total Hawai'i market share = 15.3%
 - Daily spend at destination p/p = US\$79
 - Prepaid package = 10%
 - First international trip = 28%
 - Average length of stay in US = 23 nights
 - Average number of states visited = 2
- ❑ Target 2004
 - 19% total market share



Mahalo
for all your support!

Team Hawaii Tourism Oceania